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AI analysis

Tech Demo: gther

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Summary

The session provided an in-depth demonstration of gther's latest AI-driven features designed to enhance event planning and lead capture processes. The primary focus was on showcasing how these innovations can streamline workflows, improve efficiency, and offer valuable insights into attendee interactions at events. The demonstration highlighted two key features: AI-powered lead capture and MCP integration for analytics. The AI lead capture tool allows users to take a photo of any badge, business card, or billboard, which is then processed by AI to populate relevant fields. This information can be further enriched by scraping data from various online sources, providing a comprehensive profile of the individual. This tool is particularly useful for salespeople who need instant information about potential leads to engage in meaningful conversations right away.

The demonstration included a practical example where the presenter took a photo of a volunteer's badge and used the AI tool to capture and enrich the data. The AI research button scraped information from thousands of sources, including LinkedIn and social media, to generate an accurate profile of the person. This feature addresses the common issue of fragmented lead capture solutions at different events, offering a universal tool that can be used across multiple events and platforms. The system also supports automation, allowing captured data to be pushed to CRM systems like Salesforce and HubSpot, or sent via Slack messages. Additionally, it ensures compliance with GDPR by obtaining consent from individuals before using their data.

Another significant feature discussed was the MCP integration, which links various AIs and databases to provide real-time analytics and insights. This tool allows event planners to ask natural language questions and receive instant data from their databases. For example, they can inquire about the total number of clients, busiest resources, or conversion rates, and the system will format the information in a comprehensible manner. This eliminates the need for manual dashboard creation and enables quick decision-making based on accurate data. The MCP integration also supports linking to external databases like HubSpot, enhancing its utility for comprehensive event analytics.



A laptop is shown in the foreground, displaying a dashboard with various data visualizations. The background is a blurred city scene at night with red and blue bokeh lights. The laptop screen shows a bar chart with orange bars, a line chart with a blue line, and a smaller bar chart with blue bars. The text 'Tech Demo: gther' is visible in the top left corner of the image.

Tech Demo: gther

Thursday, 13 November 2025

The session also introduced the AI concierge, a voice-activated assistant embedded within the event app. This assistant can provide immediate responses to attendee queries, such as event locations, schedules, and other details. It simplifies navigation and access to information, reducing the effort required by attendees to find what they need. The AI concierge can also prompt users to take specific actions, like registering for an event, thereby improving conversion rates. This feature is particularly valuable for large events with extensive information that attendees might find overwhelming to navigate.

Throughout the session, the presenter emphasised the importance of saving time and making event planning more efficient through these AI-driven tools. The universal lead capture tool and MCP integration were presented as solutions to common challenges faced by event planners, such as fragmented lead capture systems and the need for quick, actionable insights. The AI concierge further enhances the attendee experience by providing a user-friendly interface for accessing event information on the go.

In conclusion, the gther tech demo showcased how AI can revolutionise event planning and lead capture processes. The tools demonstrated offer significant benefits in terms of efficiency, data enrichment, and real-time analytics. By integrating AI into their workflows, event planners can streamline their processes, obtain valuable insights, and enhance the overall attendee experience. The session underscored the potential of AI to transform the way events are organised and managed, making them more dynamic and responsive to the needs of participants.

Takeaways

AI-powered lead capture tool

The AI lead capture tool allows users to take a photo of badges or business cards and automatically populate relevant fields with enriched data from online sources. It provides comprehensive profiles of individuals, enabling salespeople to engage in informed conversations instantly. This universal solution addresses the issue of fragmented lead capture systems at different events.

MCP integration for real-time analytics

The MCP integration links various AIs and databases to provide real-time analytics and insights. Event planners can ask natural language questions and receive instant data from their databases, facilitating quick decision-making based on accurate information. This tool eliminates the need for manual dashboard creation and enhances comprehensive event analytics.

AI concierge for enhanced attendee experience

The AI concierge is a voice-activated assistant embedded within the event app that provides immediate responses to attendee queries. It simplifies navigation and access to information, reducing the effort required by attendees to find event details. This feature also prompts users to take actions like registering for events, thereby improving conversion rates and overall event management efficiency.



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